

EXHIBIT A

News from CPSC

U.S. Consumer Product Safety Commission

Office of Information and Public Affairs

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Firm's Recall Hotline: (800) 916-4498
CPSC Recall Hotline: (800) 638-2772
CPSC Media Contact: (301) 504-7908

Fisher-Price Recalls Licensed Character Toys Due To Lead Poisoning Hazard

WASHINGTON, D.C. – The U.S. Consumer Product Safety Commission, in cooperation with the firm named below, today announced a voluntary recall of the following consumer products. Consumers should stop using recalled products immediately unless otherwise instructed. (To access color photos of the following recalled products, see CPSC's Web site at www.cpsc.gov.)

Name of Products: Sesame Street, Dora the Explorer, and other children's toys

Units: About 967,000

Importer: Fisher-Price Inc., of East Aurora, N.Y.

Hazard: Surface paints on the toys could contain excessive levels of lead. Lead is toxic if ingested by young children and can cause adverse health effects.

Incidents/Injuries: None reported.

Description: The recalled involves various figures and toys that were manufactured between April 19, 2007 and July 6, 2007 and were sold alone or as part of sets. The model names and product numbers for the recalled toys, which are all marked with "Fisher-Price," are listed below. The toys also have a date code between 109-7LF and 187-7LF marked on the product.

Sold at: Retail stores nationwide from May 2007 through August 2007 for between \$5 and \$40.

Manufactured in: China

Remedy: Consumers should immediately take the recalled toys away from children and contact Fisher-Price. Consumers will need to return the product and will receive a voucher for a replacement toy of the consumer's choice (up to the value of the returned product).

Customer Contact: For additional information visit the firm's Web site at www.service.mattel.com or contact Fisher-Price at (800) 916-4498.

Product List:

33662 ELMO LIGHT UP MUSICAL PAL
33664 BIG BIRD LIGHT UP MUSICAL PAL
39038 ELMO TUB SUB
87946 ELMO KEYBOARD
90609 ELMO COLLECTIBLE
90612 ZOE COLLECTIBLE
90614 BIG BIRD COLLECTIBLE
93068 ELMO BOOM BOX
93307 PRESS N GO ELMO
93492 COOKIE SAXOPHONE
93615 SPLASH TUB PUZZLE

33663 ERNIE LIGHT UP MUSICAL PAL
34658 ELMO STACKING RINGS
39054 SESAME STREET SHAPE SORTER
90267 ERNIE SPLASHIN' FUN TRIKE
90611 COOKIE COLLECTIBLE,
90613 ERNIE COLLECTIBLE
90745 CONSTRUCTION PLAYSET
93107 ACTION FIRE ENGINE
93308 REV & GO COOKIE MONSTER
93493 ELMO'S GUITAR
93780 MUSIC AND LIGHTS PHONE

B7554 COUNT TO BEAT ELMO
B7987 ELMO IN THE GIGGLE BOX
B9620 DORA'S TALKING HOUSE

B7888 SHAKE, GIGGLE & ROLL
B7989 SILLY PARTS TALKING ELMO

C6908 DORA, BACKPACK, PERRITO FIGURE PACK

C6909 DIEGO FIGURE PACK

C6911 BOOTS, TICO FIGURE PACK

G5112 SING WITH ELMO'S GREATEST HITS

H2943 GROW WITH ME ELMO SPRINKLER

H3344 BIRTHDAY DORA

H5570 ELMO & PALS (ELMO, ZOE, BIGBIRD)

H4628 WATER FUN TOTE

H8237 BLUE 3 PACK FIGURES IN TUBE

H9124 CHEF DORA

H9186 GIGGLE GRABBER ERNIE

C6910 SWIPER FIGURE PACK

G3825 DORA TALKING VAMONOS VAN

G9717 GIGGLE DOODLER

H3343 COUSIN DAISY

H5569 ELMO & PALS (ELMO, COOKIE, ERNIE)

H4187 DORA FIGURES IN TUBE,

H8236 DORA 3 PACK FIGURES IN TUBE,

H8238 SPONGE BOB 3 PACK FIGURES IN TUBE

H9125 BEDTIME DORA

H9188 GIGGLE GRABBER OSCAR THE GROUCH

J0338 DIEGO TALKING FIELD JOURNAL

J0344 GO DIEGO GO DEEP SEA RESCUE

J0346 GO DIEGO GO TALKING RESCUE 4 X 4

J5936 GIGGLE GRABBER CHEF COOKIE MONSTER

J6537 SESAME STREET GIGGLE TOOLBELT

J6763 ROYAL BOOTS AND TICO

J7983 SESAME STREET TUB POTS & PANS

J9692 DORA'S TALKING PONY PLACE

K3414 DIEGO - TALKING GADGET BELT

K3580 FAIRYTALE ADVENTURE DORA

K4140 TOUCAN MOTORCYCLE RESCUE

J0343 GO DIEGO GO ANTARCTIC RESCUE

J0345 GO DIEGO GO MOUNTAIN RESCUE

J5935 GIGGLE GRABBER SOCCER ELMO

J6762 QUEEN MAMI

J6765 PRINCE DIEGO

J9518 SESAME STREET GIGGLE DRILL

K0617 TWINS NURSERY

K3571 GO DIEGO GO MOBILE RESCUE UNIT

K4139 GO DIEGO GO DINOSAUR RESCUE

L0305 DORA FIGURE

L3194 SURPRISE INSIDE DIEGO EGGS

L3488 SESAME STREET BIRTHDAY FIGURE PACK

L3507 SESAME STREET - SUPER BOOM BOX

L5202 BIRTHDAY DORA

L8905 PABLO & PALS

M0352 DORA FIGURES DIEGO & BEAR

M0527 SESAME STREET GIGGLE DOODLER

M2051 LETS GO RESCUE CENTER

L3215 SESAME STREET ELMO JACK-IN-THE-BOX

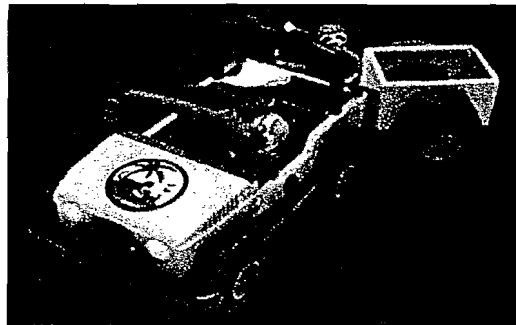
L5813 DIEGO TUB TRIKE

M0351 DORA FIGURES DORA & KITTY

M0524 GO DIEGO GO TALKING GADGET

M0732 DORA'S TALKING HOUSE

M2052 FAIRYTALE CASTLE



Above are three examples of the recalled products